

ADI Rank	ADI	CBS %			NBC %			ABC %		
		1980	1981	change	1980	1981	change	1980	1981	change
ADI Rank	ADI	1980	1981	change	1980	1981	change	1980	1981	change
145	Minot-Bismarck-Dickinson, N.D.	34	30	-11.8	32	39	+21.9	—	—	—
153	Missoula-Butte, Mont.	—	—	—	26	21	-19.2	31	28	-9.7
61	Mobile, Ala.-Pensacola, Fla.	103	96	-6.8	53	60	+13.2	76	76	NC
110	Monroe, La.-El Dorado, Ark.	66	64	-3.0	5	8	+60.0	27	31	+14.8
119	Montgomery, Ala.	23	22	-4.3	55	64	+16.4	17	19	+11.8
30	Nashville	161	143	-11.2	117	136	+16.3	97	101	+4.1
34	New Orleans	144	135	-6.3	80	99	+23.8	109	111	+1.8
1	New York	1151	1024	-11.0	1049	900	-14.2	1130	1123	-0.6
46	Norfolk-Portsmouth, Va.	105	88	-16.2	60	66	+10.0	83	88	+6.0
209	North Platte, Neb.	—	—	—	7	8	+14.3	—	—	—
148	Odessa-Midland, Tex.	30	32	+6.7	19	24	+26.3	15	19	+26.7
41	Oklahoma City	107	88	-17.8	78	83	+6.4	92	87	-5.7
69	Omaha	72	72	NC	63	65	+1.6	84	86	+2.4
33	Orlando-Daytona, Fla.	97	116	+19.6	88	109	+23.9	98	117	+19.4
199	Ottumwa, Iowa	—	—	—	—	—	—	19	18	-5.3
74	Paducah, Ky.-Cape Girardeau, Mo.	87	76	-12.6	57	71	+24.6	35	33	-5.7
181	Palm Springs, Calif.	—	—	—	7	6	-14.3	7	7	NC
165	Panama City, Fla.	—	—	—	17	21	+23.5	23	25	+8.7
198	Parkersburg, W. Va.	—	—	—	5	8	+60.0	—	—	—
95	Peoria, Ill.	45	40	-8.9	35	42	-20.0	41	40	-2.4
4	Philadelphia	451	427	-5.3	326	332	+1.8	518	538	+3.9
25	Phoenix	107	119	+11.2	86	90	+4.7	114	130	+14.0
12	Pittsburgh	268	234	-12.7	146	153	+4.6	307	289	-5.9
23	Portland, Ore.	127	126	-0.8	103	100	-2.9	130	122	-6.2
72	Portland-Poland Spring, Me.	42	44	+4.8	41	48	+17.0	52	58	+11.5
202	Presque Isle, Me.	9	8	-11.1	—	—	—	—	—	—
39	Providence, R.I.-New Bedford, Mass.	72	79	+9.7	110	127	+15.5	124	118	-4.8
146	Quincy, Ill.-Hannibal, Mo.	35	32	-8.6	26	32	+23.1	—	—	—
40	Raleigh-Durham, N.C.	115	110	-4.3	25	30	+20.0	97	116	+19.6
161	Rapid City, S.D.	—	—	—	23	26	+13.0	15	14	-6.7
135	Reno	17	20	+17.6	17	19	+11.1	23	28	+21.7
56	Richmond, Va.	97	88	-9.3	59	61	+3.4	68	76	+11.8
65	Roanoke-Lynchburg, Va.	99	84	-15.2	48	54	+12.5	43	49	+14.0
71	Rochester, N.Y.	60	56	-6.7	49	43	-12.2	67	64	-4.5
142	Rochester, Minn.-Mason City, Iowa	24	23	-4.2	24	26	+8.3	30	32	+6.7
108	Rockford, Ill.	35	36	+2.9	26	33	+26.9	39	36	-7.7
185	Roswell, N.M.	16	15	-6.3	—	—	—	—	—	—
21	Sacramento-Stockton, Calif.	118	128	+8.5	125	117	-6.4	135	142	-5.2
189	St. Joseph, Mo.	—	—	—	—	—	—	17	18	+5.9
17	St. Louis	210	198	-5.7	151	159	+5.3	181	199	-9.9
112	Salinas-Monterey, Calif.	16	22	+37.5	22	28	+27.3	51	54	+5.9
167	Salisbury, Md.	22	21	-4.5	—	—	—	7	13	+85.7
44	Salt Lake City	105	115	+9.5	105	115	+9.5	105	115	+9.5
197	San Angelo, Tex.	11	10	-9.1	—	—	—	—	—	—
45	San Antonio, Tex.	98	93	-5.1	60	70	+16.7	89	98	+10.1
27	San Diego	112	108	-3.6	74	64	-13.5	113	101	-10.6
5	San Francisco	269	286	+6.3	194	199	+2.6	321	288	-10.3
116	Santa Barbara-Santa Maria, Calif.	17	22	+29.4	15	15	NC	23	23	NC
158	Sarasota, Fla.	—	—	—	—	—	—	—	—	—
103	Savannah, Ga.	47	45	-4.3	30	36	+20.0	25	26	+4.0
15	Seattle-Tacoma	127	137	+7.9	128	137	+7.0	195	193	-1.0
205	Bellingham, Wash.	8	7	-12.5	—	—	—	—	—	—
55	Selma, Ala.	9	7	-22.2	—	—	—	—	—	—
31	Shreveport, La.-Texarkana	97	97	NC	48	66	+37.5	69	81	+17.4
97	Sioux Falls-Mitchell, S.D.	13	11	-15.4	27	33	+22.2	37	44	+18.9
81	South Bend-Elkhart, Ind.	72	61	-15.3	35	32	-8.6	19	20	+5.3
75	Spokane, Wash.	63	63	NC	48	57	+18.8	51	55	+7.8
93	Springfield, Mass.	56	58	+3.6	51	53	+3.9	51	54	+5.9
82	Springfield, Mo.	74	55	-25.7	58	66	+13.9	26	26	NC
76	Springfield-Decatur-Champaign, Ill.	69	62	-10.1	50	37	-26.0	53	56	+5.7
66	Syracuse, N.Y.	80	80	NC	69	69	NC	64	60	-6.3
128	Tallahassee, Fla.	51	49	-3.9	—	—	—	14	14	NC
18	Tampa-St. Petersburg, Fla.	212	211	-0.5	146	153	+4.8	128	160	+25.0
123	Terre Haute, Ind.	47	42	-10.6	31	41	+32.3	13	13	NC
59	Toledo, Ohio	97	98	+1.0	74	85	+14.9	68	71	+4.4
141	Topeka, Kan.	46	40	-13.0	18	24	+33.3	—	—	—
134	Traverse City-Cadillac, Mich.	43	45	+4.7	25	28	+12.0	15	15	NC
85	Tucson, Ariz.	37	43	+16.2	38	43	+13.2	41	50	+22.0
57	Tulsa	85	71	-16.5	54	60	+11.1	93	95	+2.1
188	Tuscaloosa, Ala.	10	10	NC	—	—	—	—	—	—
200	Twin Falls, Idaho	—	—	—	10	11	+10.0	—	—	—
160	Tyler, Tex.	—	—	—	—	—	—	38	43	+13.2
156	Utica, N.Y.	—	—	—	26	25	-3.8	15	18	+20.0
206	Victoria, Tex.	—	—	—	—	—	—	5	3	-40.0
98	Waco-Temple, Tex.	—	—	—	29	36	+24.1	55	56	+1.8
8	Washington	250	258	+3.2	180	181	+0.5	229	263	+14.8
171	Watertown-Carthage, N.Y.	26	20	-23.1	—	—	—	—	—	—
132	Wausau-Rhinelandert, Wis.	43	40	-7.0	11	11	NC	28	29	+3.6
67	West Palm Beach (Fort Pierce), Fla.	15	20	+33.3	53	60	+13.2	37	47	+27.0
118	Wheeling, W. Va.-Steubenville, Ohio	52	54	+3.8	42	44	+4.8	—	—	—
58	Wichita-Hutchinson, Kan.	75	67	-10.7	69	70	+1.4	61	69	+13.1
125	Wichita Falls, Tex.-Lawton, Okla.	35	28	-20.0	25	29	+16.0	30	29	-3.3
49	Wilkes-Barre-Scranton, Pa.	65	58	-10.8	74	80	+8.1	97	104	+7.2
126	Wilmington, N.C.	—	—	—	50	53	+6.0	31	15	-51.6
121	Yakima, Wash.	32	35	+9.4	19	22	+15.8	22	26	+18.2
91	Youngstown, Ohio	62	66	+6.5	40	47	+17.5	50	55	+10.0
201	Zanesville, Ohio	—	—	—	9	11	+22.2	—	—	—

Source: Arbitron, November '80 and '81

*Indicates affiliate change in market